



NORTH DAKOTA
DEPARTMENT *of* HEALTH

NEWS RELEASE

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Tobacco Quitline Offers Free Coffee and Information About How To Become an “Ex”

BISMARCK, N.D. – The North Dakota Tobacco Quitline and the state tobacco prevention and control program are sponsoring free cups of coffee June 2, 3 and 4, 2008, in Bismarck-Mandan, according to Michelle Walker, cessation coordinator with the North Dakota Department of Health’s Division of Tobacco Prevention and Control. Along with the coffee, free tips will be served about how to quit smoking using the North Dakota Tobacco Quitline or the Become An EX program.

“In North Dakota, we’re pooling our resources with several other states and health organizations to promote the Become An EX program,” Walker said. “This program encourages smokers to re-learn their life without cigarettes. Smokers face triggers every day, like that first cup of morning coffee, that make them want a cigarette. We’re working to help people recognize their tobacco triggers and learn how to avoid or overcome them, such as inviting them to have a cup of coffee without a cigarette.”

The coffee will be available from the “EX” truck, that will be parked in various locations around town. The light blue EX truck will be serving coffee purchased from local vendors and is scheduled to be at the following locations in Bismarck-Mandan on June 2, 3 and 4:

- South 7th St. and East Bowen Ave. – Bismarck Civic Center parking lot (7:30 a.m. to 9:30 a.m.)
- North 11th St. and East Century Ave. – North Gateway Mall parking lot (10 a.m. to noon)
- 3700 Memorial Highway, Mandan – KTM Cycle Hutt (12:30 p.m. to 2:30 p.m.)

“We know that quitting tobacco is often very difficult,” Walker said. “But we also know that people want to quit. In North Dakota, nearly 50 percent of smokers try to quit every year. We’re hoping this novel approach to handing out information about how to quit will help some people take that step to starting a healthier life.”

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Visit the health department home page at www.ndhealth.gov.

Tobacco users who would like to use an Internet approach when quitting can visit the Become An EX program website at www.BecomeAnEX.org. The website offers videos, interactive tools and information to help smokers prepare for quitting by developing a personalized plan, as well as a virtual community, where smokers can share stories and best practices about their quit attempt.

The Become An EX web site also will lead you to information about the North Dakota Tobacco Quitline. Tobacco users who would prefer to talk with someone and have verbal help when setting up their quit plan, can call the Quitline at 866.388.7848 for free telephone counseling and support.

For more information, contact Michelle Walker, North Dakota Department of Health, at 701.328.3138.

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Note to media: The EX truck will be located at the North Gateway Mall parking lot Monday, June 2, from 10 a.m. to noon. State Cessation Coordinator Michelle Walker will be available at this location during this time for media interviews.

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